



CITY OF LODI COUNCIL COMMUNICATION

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AGENDA TITLE: Approve Summer Transit Pass Reduced Fare

MEETING DATE: April 6, 2011

PREPARED BY: Public Works Director

RECOMMENDED ACTION: Approve Summer Transit Pass reduced fare.

BACKGROUND INFORMATION: In 2009, Council accepted the City of Lodi Short Range Transit Plan (SRTP). One recommendation included in the SRTP was to initiate a transit marketing program that would, among other things, include a Summer Transit Pass Program. Over the past two years, City staff has implemented the Summer Transit Pass Program and offered a reduced fare of \$15 for unlimited rides during two summer months. The primary purpose of the pass program is to increase ridership during the summer months and provide children with an alternative transportation mode during the daytime.

Due to the economic times and similar to other transit agencies in Northern California, we are recommending reducing the summer passport fare from \$15 to \$10.

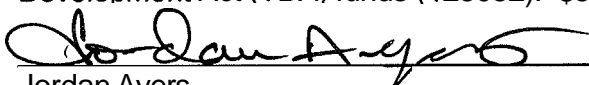
The program details are as follows:

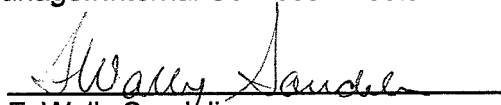
- Cost is \$10 per pass (if approved);
- Unlimited rides for two months on GrapeLine (not valid on Dial-A-Ride);
- Valid from June 1st through July 31st;
- For youth ages 5 to 17 years old;
- GrapeLine service hours: Monday through Friday from 6:10 a.m. to 6:15 p.m.; Saturday from 7:45 a.m. to 3:09 p.m.; and Sunday from 9:15 a.m. to 12:54 p.m.;
- Purchase passes at City of Lodi Transit Station and Finance Department.

Last year, City Council authorized the Transportation Manager to adjust the time period annually to coincide with the Lodi Unified School District's summer schedule. With City Council's approval, staff will proceed with publicizing the program.

FISCAL IMPACT: Funds are available in FY 2010/11 Transit operating budget for the proposed marketing program. The pass program cost is estimated to be \$500.

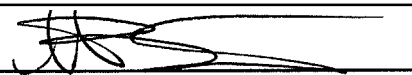
FUNDING AVAILABLE: Transit Operating Funds - Federal Transit Administration/Transportation Development Act (TDA) funds (125052): \$500


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Public Works Director

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APPROVED:


Konrad Bartlam, City Manager